



EXPORT NOW! EUROPEAN BUSINESS OPPORTUNITIES FORUM MIAMI, FLORIDA | MAY 6, 2010

Export Now! European Business Opportunities Forum
World Trade Month Kickoff Event
Hyatt Regency Miami

Thursday, May 6, 2010

7:30 am

Registration and Continental Breakfast

Location: Tuttle Pre-Function Area

8:30 am

Welcome

Neal Asbury, Chairman, Florida District Export Council
Manny Mencia, Senior VP, Enterprise Florida

Why Exports Matter – National Export Initiative

Location: Tuttle Room

**Mr. Francisco J. Sánchez, Under Secretary of Commerce
for International Trade, U.S. Department of Commerce**

9:15 am

Export Now! Going Global to Europe and Beyond

Location: Tuttle Room

With about 95 percent of the world's population and over 70 percent of the world's purchasing power outside the United States expanding into the global market place is a must! Each year, U.S. companies rely on exporting to diversify their customer base, manage market fluctuations, grow, and become more competitive. It is not just larger firms that experience these benefits. In fact of the quarter million U.S. firms selling internationally, 97 percent are small and medium-sized companies.

Panel Discussion: Success Stories in Europe from Small Business Owners

**Moderator: Neal Asbury, Chairman, Florida District Export Council
and President, Greenfield World Trade, Inc.**

- Luis Arguello, Sr., President, DemeTech Corp.
- Howard Melamed, President and CEO, CellAntenna

A moderator-led discussion with small-business leaders on how they were able to use government products and services to grow their businesses in Europe through exports.

- 10:00 am **Coffee Break**
Location: Tuttle Pre-Function Area
- 10:20 am **Begin Pre-Scheduled One-on-One appointments with Senior Commercial Officers (*On-Going*)**
Location: Orchid Rooms
- 10:20 am **Tools to Finance Exports, Get Paid and be Competitive**
Location: Tuttle Room
- Moderator:** John Rodriguez, President, Florida International Bankers Association
- **Dario Avello**, Business Development Officer, Export-Import Bank of the United States
 - **Mary Hernandez**, Regional Manager, Export Solutions Group, Office of International Trade, U.S. Small Business Administration
 - **Emy Ruiz**, Vice President, Structured Trade Finance, Fifth Third Bank
- 11:00 am **European Market Intelligence - A Discussion of Trends, Hot Sectors, and Regulatory Issues in Europe**
Location: Tuttle Room
- Moderator:** Arthur J. Furia, Esq. International Practice Leader, Shareholder, Gunster, Attorneys at Law
- **Beryl Blecher**, Senior Commercial Officer at the U.S. Mission to the European Union
 - **Judy Reinke**, Regional Director, Western Europe, U.S. Commercial Service
 - **Reginald Miller**, Regional Director, Central and Eastern Europe/Russia, U.S. Commercial Service
- 12:00 pm **Luncheon**
Location: Flagler/Monroe Rooms
- 1:00 pm **Opportunities in Central/Eastern Europe: Part 1**
Location: Tuttle Room
Moderator: **Reginald Miller**, Regional Director, Central and Eastern Europe/Russia, U.S. Commercial Service
Panel Presentation by U.S. Commercial Service Senior Commercial Officers from: **Poland, Czech Republic, Hungary, Austria, Slovakia, Romania, and Bulgaria**

- 2:00 pm **Opportunities in Western Europe: Part 1**
Location: Tuttle Room
***Moderator:** Judy Reinke, Regional Director, Western Europe, U.S. Commercial Service*
Panel Presentation by U.S. Commercial Service Senior Commercial Officers from: **Spain, Portugal, Italy, Ireland, Germany, and Switzerland**
- 2:50 pm **Coffee Break**
Location: Tuttle Pre-Function Area
- 3:10 pm **Opportunities in Central/Eastern Europe: Part 2**
Location: Tuttle Room
***Moderator:** Reginald Miller, Regional Director, Central and Eastern Europe/Russia, U.S. Commercial Service*
Panel Presentation by U.S. Commercial Service Senior Commercial Officers from: **Russia, Ukraine, Kazakhstan, Turkey, Greece, Serbia, and Croatia**
- 4:10 pm **Opportunities in Western Europe: Part 2**
Location: Tuttle Room
***Moderator:** Judy Reinke, Regional Director, Western Europe, U.S. Commercial Service*
Panel Presentation by U.S. Commercial Service Senior Commercial Officers from: **United Kingdom, Netherlands, Belgium, France and Scandinavia**
- 5:00 pm **Adjourn**